Market #17

FTC vs PM

Brand	Size	FTC	PM	Diff
* Century	R-F	1.8	1.2	+0.6
* Capri	K-FM	3.8	3.8	0.0
* Carlton	K-F	4.3	4.0	+0.3
* Kent Golden Menth.	K-FM	7.0	6.3	+0.7
* Kent	K-F	7.2	6.0	+1.2
Century 100	100	8.8	8.4	+0.4
Benson & Hedges	R-F	9.3	8.2	+1.1
Lucky Strike	K-F	9.7	9.2	+0.5
* Multifilter Menth.	K-FM	9.9	9.8	+0.1
Century 100	100	10.0	8.9	+1.1
Pall Mall Extra Mild	K-FHP	10.1	9.0	+1.1
Pall Mall Extra Mild	K-FSP	10.3	9.2	+1.1
* Tempo	K-FC	10.6	10.0	+0.6
* Tareyton	K-F	10.9	11.2	-0.3
Vantage Menth.	K-FM	11.2	10.6	+0.6
* Tareyton Menthol	K-FM	11.2	11.1	+0.1
Vantage	K-F	11.3	10.5	+0.8
* Multifilter	K-FC	11.8	11.1	+0.7
Overall Avg.		8.8	8.3	0.5
Not Vent		10.1	9.2	0.8
* Ventilated		7.9	7.5	0.4

Source: https://www.industrydocuments.ucsf.edu/docs/jlvl0001